

Bloomfield Police Department
OPRA Office
1 Municipal Plaza
Bloomfield, NJ 07003

July 18, 2019

To Whom It May Concern:

Pursuant to the New Jersey Open Public Records Act, I hereby request the following records:

Public reports state that this police department has a relationship with Ring, which has a "neighborhood watch" app called Neighbors (<https://www.cnet.com/features/amazons-helping-police-build-a-surveillance-network-with-ring-doorbells/>). Therefore, I hereby request the following records:

1) All instructional materials, presentations and presentation materials (including recorded video and audio, PowerPoint files, prepared remarks, and slides formats), and other guidance on the use of Ring devices and/or the Neighbors app. This includes A) any notes taking during meetings that discussed the use of Ring devices and/or the Neighbors app, B) any explanations (whether internally or externally generated) of how Ring devices and/or the Neighbors app work, and C) any other document that has been used to help explain the use of Ring devices and/or the Neighbors app to any party, including internal documentation, public relations materials, and executive summaries.

2) A copy of any privacy impact assessments, use policies, standard operating procedures, data retention policies, legal opinions, warranties, non-disclosure agreements, contracts, liability waivers, insurance agreements, Requests for Proposals, Responses to Requests for Proposal, Memorandums of Understanding, Letters of Interest, usage policies, or informal agreements between the police department and Ring.

3) A copy of any funding opportunity announcements, grant applications and grantor status/progress reports, reports to legislative bodies, annual reports that mention Ring or the Neighbors app, as well as audit records, including but not limited to security audits of the software, misuse reports, and reports to oversight bodies.

4) Any digital communications including but not limited to emails and text messages) as well as documents, (including but not limited to PDF, word processing, excel, and slide documents) that mention Ring or the Neighbors app.

5) Any digital communications (including but not limited to emails and text messages) with Ring representatives.

The requested documents will be made available to the general public, and this request is not being made for commercial purposes. It will be used in the course of reporting for Motherboard, VICE's science and technology website (www.motherboard.vice.com).

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In the event that there are fees, I would be grateful if you would inform me of the

total charges in advance of fulfilling my request. I would prefer the request filled electronically, by e-mail attachment if available or CD-ROM if not.

Thank you in advance for your anticipated cooperation in this matter. I look forward to receiving your response to this request within 7 business days, as the statute requires.

Sincerely,

Caroline Haskins

Filed via MuckRock.com

E-mail (Preferred): 77643-32957562@requests.muckrock.com

For mailed responses, please address (see note):

MuckRock News

DEPT MR 77643

411A Highland Ave

Somerville, MA 02144-2516

PLEASE NOTE: This request is not filed by a MuckRock staff member, but is being sent through MuckRock by the above in order to better track, share, and manage public records requests. Also note that improperly addressed (i.e., with the requester's name rather than "MuckRock News" and the department number) requests might be returned as undeliverable.



BLOOMFIELD POLICE DEPARTMENT

LAW ENFORCEMENT BUILDING

1 Municipal Plaza Bloomfield, New Jersey 07003 Main: 973.680.4100 Fax: 973-680-4102



PUBLIC RECORDS REQUEST RESPONSE

TO: CAROLINE HASKINS (MUCKROCK.COM)

Document (s) provided: _____ pages at total cost of: _____

Document (s) not provided (see below)

The document or documents listed below and requested by you are not being provided because the document or documents are not public records as provided by law, as noted below:

<u>Privileged or Protected Category</u>	<u>Authority</u>
___ Autopsy Reports	N.J.S.A. 47:1A-1.1, et seq.
___ Child abuse or sex assault victim name or address	N.J.S.A 2A:82-46b
___ Citizen's Expectation of Privacy	N.J.S.A. 47:1A-1.1, et seq.
___ Court records sealed	Executive Order 69
___ Computer security information	N.J.S.A. 47:1A-1.1, et seq.
___ Criminal investigatory records	N.J.S.A. 47:1A-1.1, et seq.
___ Credit Card Numbers	N.J.S.A. 47:1A-1.1, et seq.
___ Grand Jury testimony, information	Court Rule 3:6-7
___ Grievance information with public employer	N.J.S.A.47:1A-1.1, et seq.
___ Domestic Violence data	N.J.S.A. 2C:25-33
___ Drivers' license numbers	N.J.S.A. 47:1A-1.1, et seq.
___ DYFS information	N.J.S.A. 9:6-8.10
___ Electronic Surveillance Materials	N.J.S.A. 2A:156A-19
___ Emergency or security information or procedures	N.J.S.A. 47:1A-1.1, et seq.
___ Employee sexual harassment complaints	N.J.S.A.47:1A-1.1, et seq.
___ Fingerprint cards	Executive Order 69
___ Inimical to the Public Interest	N.J.S.A.47:1A-1.1, et seq.
___ Inter-agency or intra agency advisory communications	N.J.S.A.47:1A-1.1, et seq.
___ Juvenile records	N.J.S.A. 2A:4A-60
___ Labor Negotiation information, strategy or positions	N.J.S.A.47:1A-1.1,et seq.
___ Medical Examiner Photographs	N.J.S.A.47:1A-1.1, et seq.
___ Otherwise inappropriate material	N.J.S.A.47:1A-1.1, et seq., and Executive Order 69
___ Pension and personnel records	N.J.S.A. 47:1A-1.1, et seq.
___ Photographs	N.J.S.A.47:1A-1.1, et seq.; Exec. Order 69
___ Pre Sentence Investigations	State v.DeGeorge,113 NJSuper.542 (App. Div 1971)
___ Public Agency insurance communications	N.J.S.A. 47:1A-1.1, et seq.
___ Safety of persons or public	N.J.S.A. 47:1A-1.1, et seq.; Exec. Order 69
___ Security measures and surveillance techniques	N.J.S.A. 47:1A-1.1, et seq.
___ Social Security Numbers	N.J.S.A. 47:1A-1.1, et seq.
___ Unlisted Telephone Numbers	N.J.S.A. 47:1A-1.1, et seq.
___ Victim locations (Domestic Violence)	N.J.S.A. 2C:25-26c.
___ Victim records	N.J.S.A. 47:1A-1.1, et seq.
___ Medical records, history, diagnosis, treatment, evaluation	Executive Order #26
___ Record has been destroyed/not retained pursuant to: Records Retention and Disposition Schedule (NJ Dept of State, Div. of Archives Mgmt.)	

Explanation of Denial:

ITEM #1 NO RECORD EXISTS

ITEM #2 NO RECORD EXISTS EXCEPT INCLOSED CONTRACT

ITEM #3 NO RECORD EXISTS

ITEM #4 NO RECORD EXISTS EXCEPT FOR E-MAILS

ITEM #5 NO RECORD EXISTS EXCEPT FOR E-MAILS

You have a right to appeal the decision that the document or documents are not public records. You may take your appeal to the Public Records Council or to the New Jersey Superior Court as provided by N.J.S.A 47:1A-6 and -7.

Date: 7/19/2019

Captain Glenn Wiegand

Bloomfield Police Department

ACKNOWLEDGEMENT

I hereby acknowledge that I have received the documents requested except for any documents specifically listed above on which a determination has been made that the documents will not be provided. If any documents have not been provided, I have received information on this form as to the procedures for any appeal of the determination.

Date: _____

Applicant's Signature



Neighbors by Ring
Memorandum of Understanding

This agreement is entered into this 5th day of April, 2019 by and between Ring LLC ("Ring") and Bloomfield Police Department ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Bloomfield's ("Township") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
 - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- Make the Neighbors App available to Township residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior

consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

RING LLC

Date: _____

By: _____

Name: _____

Title: _____

Agency

Date: 4-2-19

By: [Signature]

Name: SAMUEL DE MATO

Title: DIRECTOR OF PUBLIC SAFETY

Verification Code* _____

*A four digit verification code was mailed to the primary point of contact at this agency to the address listed in public records. Please provide that code prior to submitting the MOU for processing.

Vincent Kerney

From: Rohit Murti <rohit.murti@ring.com>
Sent: Thursday, April 11, 2019 7:29 PM
To: Vincent Kerney; Dylan Judson
Subject: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ
Attachments: Ring MOU - Bloomfield Police Department, NJ.pdf

Captain Kerney,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Partner Success Manager - Dylan Judson.

Dylan brings extensive experience in the business and is well positioned to successfully onboard and work with you and Bloomfield Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and Dylan. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership
 - Name - Captain Vincent Kerney
 - Email - vkerney@bloomfieldnjp.com
- **Press/Media Coordinator** - typically the PIO who will coordinate the initial partnership announcement and ongoing PR
 - Name - TBD
 - Email - TBD
- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc
 - Name - TBD
 - Email - TBD
- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.
 - Name - TBD
 - Email - TBD
- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.
 - Name - Detective Jeremy Peters
 - Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. Dylan, could you please coordinate with Captain Kerney to identify a day and time that works for all of your schedules?

Thank you, to you both, for your time.

Sincerely,

Rohit D. Murti

Community Partnerships Manager

T 832.992.9910 E rohit.murti@ring.com



1523 26th St.
Santa Monica, CA 90404
www.ring.com



Download the Neighbors App.
Join the new neighborhood watch.

Vincent Kerney

From: Vincent Kerney
Sent: Thursday, April 11, 2019 8:05 PM
To: Rohit Murti
Cc: Dylan Judson
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

Press/media coordinator: Captain Anthony Sisco
Asisco@bloomfieldnjpd.com

Social Media Coordinator:
Lieutenant Naomi Zepeda
Nzepeda@bloomfieldnjpd.com

Community Relations:
Lieutenant Naomi Zepeda
Nzepeda@bloomfieldnjpd.com

Investigative Coordinator:
Captain Vincent Kerney
Vkerney@bloomfieldnjpd.com

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957

On Apr 11, 2019, at 7:28 PM, Rohit Murti <rohit.murti@ring.com> wrote:

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<Ring MOU - Bloomfield Police Department, NJ.pdf>

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From: Rohit Murti <rohit.murti@ring.com>
Sent: Thursday, April 11, 2019 8:07 PM
To: Vincent Kerney
Cc: Dylan Judson
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

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<Ring MOU - Bloomfield Police Department, NJ.pdf>

Vincent Kerney

From: Dylan Judson <dylan.judson@ring.com>
Sent: Tuesday, April 16, 2019 7:00 PM
To: Rohit Murti
Cc: Vincent Kerney
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

Hello Captain Kerney,

My name is Dylan Judson and I am going to be your primary point of contact at the Ring neighbors departments moving forward. I wanted to circle up with you and see if you had a time to connect for a brief webinar with the key players listed above?

This should not take more than 45 minutes to an hour and will be the first step in getting your department up and running on the platform.

Do you have availability this week in the afternoon of Thursday or Friday? If not I would also be happy to connect at your convenience the following week.

Please let me know what works best for you,

On Thu, Apr 11, 2019 at 5:06 PM Rohit Murti <rohit.murti@ring.com> wrote:
Captain,

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Sincerely,

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--
Dylan Judson

Partner Success Manager
339-225-0990
dylan.judson@ring.com



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[Download the Neighbors App.](#)
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[Ring Neighbors Portal Resources](#)
[Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
[Cape Coral PD partners with Ring to crack down on crime](#)
[Orlando Police to use Ring doorbell security systems to fight crime](#)

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Sent: Tuesday, April 16, 2019 9:07 PM
To: Dylan Judson
Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

Dylan,

I can do Thursday at 1:30pm if that works with you.

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Orlando Police to use Ring doorbell security systems to fight crime

Vincent Kerney

From: Dylan Judson <dylan.judson@ring.com>
Sent: Tuesday, April 16, 2019 10:23 PM
To: Vincent Kerney
Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

I have a meeting from 1-2 on Thursday. I would be happy to do it anytime after 2pm if that works for you.

Please let me know,

On Tue, Apr 16, 2019 at 6:07 PM Vincent Kerney <vkerney@bloomfieldnjpd.com> wrote:
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Thank you very much for sharing and for your swift response!

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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Asisco@bloomfieldnjp.com

Social Media Coordinator:
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Nzepeda@bloomfieldnjp.com

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Nzepeda@bloomfieldnjp.com

Investigative Coordinator:
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Vkerney@bloomfieldnjp.com

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Vincent Kerney

From: Vincent Kerney
Sent: Tuesday, April 16, 2019 10:58 PM
To: Dylan Judson
Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

We can do 2pm or 2:15 the latest.

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
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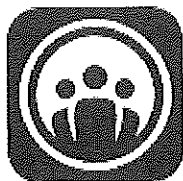
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From: Vincent Kerney
Sent: Wednesday, April 17, 2019 5:10 AM
To: Dylan Judson
Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

Dylan,

Something came up on Thursday and I won't be able to do it. Can we make it early next week?

Captain Vincent Kerney
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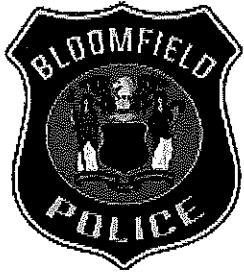
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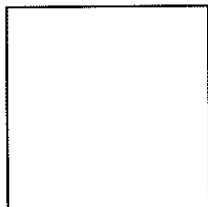
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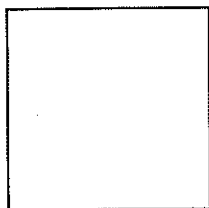
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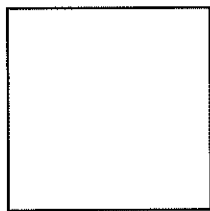
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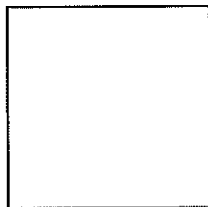
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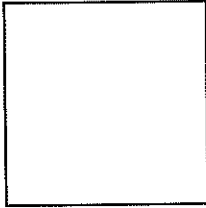
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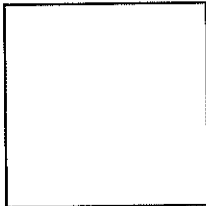
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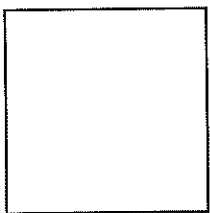
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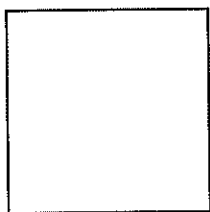
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Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

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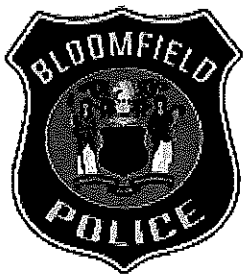
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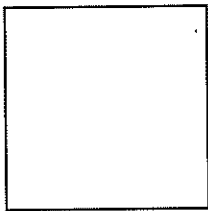
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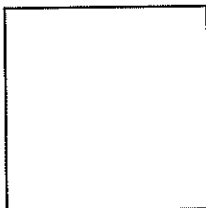
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Detective Bureau Commander

Desk 973-680-4090

Cell 862-596-1957

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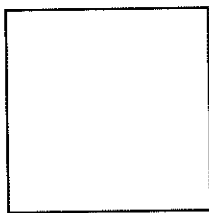
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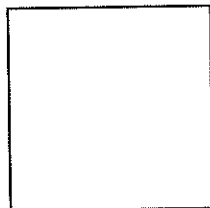
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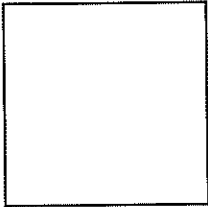
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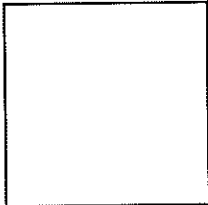
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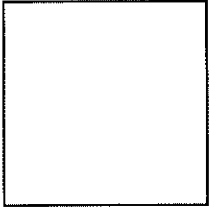
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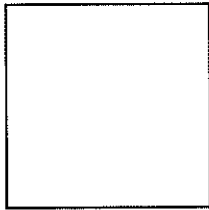
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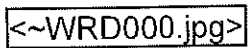
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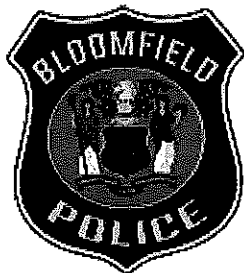
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Dylan Judson

Partner Success Manager
339-225-0990
dylan.judson@ring.com

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[Orlando Police to use Ring doorbell security systems to fight crime](#)

Vincent Kerney

From: Vincent Kerney
Sent: Wednesday, April 17, 2019 5:00 PM
To: Dylan Judson
Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

They got them. Thanks

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957

On Apr 17, 2019, at 2:44 PM, Dylan Judson <dylan.judson@ring.com> wrote:

I sent over their emails on the invite so please let me know if they are not showing up.

On Wed, Apr 17, 2019 at 10:39 AM Vincent Kerney <vkerney@bloomfieldnjpd.com> wrote:

Dylan,

Lt. Zepeda and Capt. Sisco are not on the invite and it won't allow me to invite them. Please add them.

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957

<image001.png>

From: Dylan Judson [mailto:dylan.judson@ring.com]
Sent: Wednesday, April 17, 2019 11:54 AM
To: Vincent Kerney

Cc: Rohit Murti

Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

Yes all three are going to be essential to the meeting. I will be sending you a meeting invite.

On Wed, Apr 17, 2019 at 8:52 AM Vincent Kerney <vkerney@bloomfieldnjpd.com> wrote:

Do you need all three of us? Can you send us all a calendar invite.

Captain Vincent Kerney

Bloomfield Police Department

Detective Bureau Commander

Desk 973-680-4090

Cell 862-596-1957

On Apr 17, 2019, at 11:49 AM, Dylan Judson <dylan.judson@ring.com> wrote:

I have kept 2pm open and available. Looking forward to speaking with you tomorrow.

On Wed, Apr 17, 2019 at 6:40 AM Vincent Kerney
<vkerney@bloomfieldnjpd.com> wrote:

Dylan,

My interview on Thursday got canceled. I can now do 2pm again if that still works.

Captain Vincent Kerney

Bloomfield Police Department

Detective Bureau Commander

Desk 973-680-4090

Cell 862-596-1957

<image001.png>

From: Dylan Judson [mailto:dylan.judson@ring.com]
Sent: Tuesday, April 16, 2019 10:23 PM
To: Vincent Kerney
Cc: Rohit Murti
Subject: Re: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ

I have a meeting from 1-2 on Thursday. I would be happy to do it anytime after 2pm if that works for you.

Please let me know,

On Tue, Apr 16, 2019 at 6:07 PM Vincent Kerney
<vkerney@bloomfieldnjpd.com> wrote:

Dylan,

I can do Thursday at 1:30pm if that works with you.

Captain Vincent Kerney

Bloomfield Police Department

Detective Bureau Commander

Desk 973-680-4090

Cell 862-596-1957

On Apr 16, 2019, at 6:59 PM, Dylan Judson <dylan.judson@ring.com>
wrote:

Hello Captain Kerney,

My name is Dylan Judson and I am going to be your primary point of contact at the Ring neighbors departments moving forward. I wanted to circle up with you and see if you had a time to connect for a brief webinar with the key players listed above?

This should not take more than 45 minutes to an hour and will be the first step in getting your department up and running on the platform.

Do you have availability this week in the afternoon of Thursday or Friday? If not I would also be happy to connect at your convenience the following week.

Please let me know what works best for you,

On Thu, Apr 11, 2019 at 5:06 PM Rohit Murti
<rohit.murti@ring.com> wrote:

Captain,

Thank you very much for sharing and for your swift response!

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com

<~WRD000.jpg>

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<~WRD000.jpg>

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On Thu, Apr 11, 2019 at 5:04 PM Vincent Kerney
<vkerney@bloomfieldnjpd.com> wrote:

Press/media coordinator: Captain Anthony Sisco

Asisco@bloomfieldnjpd.com

Social Media Coordinator:

Lieutenant Naomi Zepeda

Nzepeda@bloomfieldnjpd.com

Community Relations:

Lieutenant Naomi Zepeda

Nzepeda@bloomfieldnjpd.com

Investigative Coordinator:

Captain Vincent Kerney

Vkerney@bloomfieldnjpd.com

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957

On Apr 11, 2019, at 7:28 PM, Rohit Murti
<rohit.murti@ring.com> wrote:

Captain Kerney,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Partner Success Manager - Dylan Judson.

Dylan brings extensive experience in the business and is well positioned to successfully onboard and work with you and Bloomfield Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and Dylan. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** -
main champion for the Ring
partnership
 - Name - Captain Vincent
Kerney
 - Email -
vkerney@bloomfieldnjpd.com
- **Press/Media Coordinator** -
typically the PIO who will
coordinate the initial partnership
announcement and ongoing PR

- Name - TBD

- Email - TBD

- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc

- Name - TBD

- Email - TBD

- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

- Name - TBD

- Email - TBD

- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.

- Name - Detective Jeremy Peters

- Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. Dylan, could you please coordinate with Captain Kerney to identify a day and time that works for all of your schedules?

Thank you, to you both, for your time.

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com

<~WRD000.jpg>

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<~WRD000.jpg>

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<Ring MOU - Bloomfield Police Department,
NJ.pdf>

Dylan Judson

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339-225-0990
dylan.judson@ring.com

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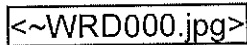
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Vincent Kerney

From: Dylan Judson <dylan.judson@ring.com>
Sent: Thursday, April 18, 2019 4:41 PM
Cc: Kaleigh Bueckertorme; Media; Anthony Sisco; Naomi Zepeda; Vincent Kerney
Subject: PR Intro + Materials - Bloomfield PD (NJ) Joins Neighbors

Hello everyone,

Now that we have our Remote Onboarding completed, I wanted to introduce Kaleigh Bueckert-Orme from our PR Team (CC'd) along with initial press packet of materials below for your review.

First announcement item to note is the In-App message pushed out by Ring as simple a courtesy message so our existing users in the area know that your Department will be joining the conversation (see example & more info [here](#)).

Beyond the in-app message, please review the press packet materials below and be sure to coordinate broader announcement plans and draft materials with Kaleigh from our media team in advance and before anything can go out to the press or public.

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Simple Text Info: Or, simply text 'StaySafe' to 555888 from your smartphone. (*not case sensitive*)

That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.

Best,

--

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dylan.judson@ring.com



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Vincent Kerney

From: Dylan Judson <dylan.judson@ring.com>
Sent: Friday, April 19, 2019 5:23 PM
To: Vincent Kerney; Anthony Sisco; Naomi Zepeda
Subject: Active Portal For Ring Neighbors Bloomfield

Hello Bloomfield Team,

Everyone should have received their invitation to join the neighbors portal today so please let me know if you didn't receive it.

Your portal should be up and running so I wanted to send you an introductory post that we have had users share to let their community know they are up and running.

Example LE POST.

Title:
Bloomfield Police Department Joins Neighbors!

Address:
Enter in an exact address, I recommend a more central part of your jurisdiction(Exact address is never shown to the public)

Description:
Hello Bloomfield Community! This is Ring Team Judson from the Bloomfield Police Department. Our department is excited to be joining the Neighbors by Ring app in efforts to reduce crime in our Community. This app will allow the Bloomfield Police Department to inform the community of real-time crime and safety events so you can always stay informed. The Neighbors by Ring App also allows you, the user, to see something share something directly with Bloomfield Police. You do not need Ring devices to participate, anyone with any camera system can upload content to the Neighbors App! We are encouraging each and every one of you to spread the word out to the community about the Neighbors App. To download please text "bloomfieldnj" to 555888. Remember if you see something share something and report it to the Bloomfield Police # 555-555-5555

Thanks.
Ring Team Judson

Media:
If you are not posting any video/picture I recommend adding in the department's LOGO in this spot! It will make your post stand out more.

--

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Vincent Kerney

From: Dylan Judson <dylan.judson@ring.com>
Sent: Tuesday, April 23, 2019 1:27 PM
To: Vincent Kerney; Anthony Sisco; Naomi Zepeda
Subject: Re: Active Portal For Ring Neighbors Bloomfield

Hello Everyone,

I wanted to see if you had seen the information above? This is a great launching post onto the neighbors portal to let users know you are available. I would look to move forward with this post as soon as possible.

Please let me know if you have any questions.

On Fri, Apr 19, 2019 at 2:23 PM Dylan Judson <dylan.judson@ring.com> wrote:
Hello Bloomfield Team,

Everyone should have received their invitation to join the neighbors portal today so please let me know if you didn't receive it.

Your portal should be up and running so I wanted to send you an introductory post that we have had users share to let their community know they are up and running.

Example LE POST.

Title:
Bloomfield Police Department Joins Neighbors!

Address:
Enter in an exact address, I recommend a more central part of your jurisdiction(Exact address is never shown to the public)

Description:
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Vincent Kerney

From: Dylan Judson <dylan.judson@ring.com>
Sent: Wednesday, April 24, 2019 8:19 PM
Cc: Kaleigh Bueckertorme; Media; Anthony Sisco; Naomi Zepeda; Vincent Kerney
Subject: Re: PR Intro + Materials - Bloomfield PD (NJ) Joins Neighbors

Hello Everyone,

I wanted to circle back as we had discussed connecting prior to any press materials going out. While we appreciate how excited you were to make the announcement there are a few corrections that we need to follow up with.

Please let us know when you are available to connect.

Thank you,

On Thu, Apr 18, 2019 at 1:41 PM Dylan Judson <dylan.judson@ring.com> wrote:
Hello everyone,

Now that we have our Remote Onboarding completed, I wanted to introduce Kaleigh Bueckert-Orme from our PR Team (CC'd) along with initial press packet of materials below for your review.

First announcement item to note is the In-App message pushed out by Ring as simple a courtesy message so our existing users in the area know that your Department will be joining the conversation (see example & more info [here](#)).

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That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.

Best,

--

Dylan Judson

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Vincent Kerney

From: Vincent Kerney
Sent: Wednesday, April 24, 2019 8:22 PM
To: Dylan Judson
Cc: Kaleigh Bueckertorme; Media; Anthony Sisco; Naomi Zepeda
Subject: Re: PR Intro + Materials - Bloomfield PD (NJ) Joins Neighbors

We used your template. What needs to change?

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957

On Apr 24, 2019, at 8:18 PM, Dylan Judson <dylan.judson@ring.com> wrote:

Hello Everyone,

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Please let us know when you are available to connect.

Thank you,

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That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.

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Vincent Kerney

From: Kaleigh Bueckert-Orme <kaleigh.bueckertorme@ring.com>
Sent: Wednesday, April 24, 2019 8:47 PM
To: Vincent Kerney
Cc: Dylan Judson; Kaleigh Bueckertorme; Media; Anthony Sisco; Naomi Zepeda
Subject: Re: PR Intro + Materials - Bloomfield PD (NJ) Joins Neighbors

Hi Captain Kerney,

We like to review the press releases before they go out to check for any inaccuracies and ensure that all the information is correct. For example, in the News 12 report, Public Safety Director Sam DeMaio states that they're asking everyone with a Ring system to sign up for the Neighbors app. We'd like to clarify that anyone, regardless if they own a Ring device or not, can sign up for Neighbors and post videos that were caught on other security devices, photos they captured on their phone, or text-based posts. Feel free to loop us in with the media in the future if they want any other talking points or information as well.

In the release posted to Facebook, we would want to ensure that ring is consistently spelled "Ring" and that the "ring program" is referred to as the Neighbors app. These are just small edits that help sort out any confusion for residents and media.

Would you be able to update the release posted to Facebook and Twitter?

Please let me know if you have any questions or if we can help in any other way.

Thanks!
Kaleigh

On Wed, Apr 24, 2019 at 5:21 PM Vincent Kerney <vkerney@bloomfieldnjpd.com> wrote:
We used your template. What needs to change?

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Detective Bureau Commander
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Best,

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dylan.judson@ring.com



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Cape Coral PD partners with Ring to crack down on crime

Orlando Police to use Ring doorbell security systems to fight crime

Kaleigh Bueckert-Orme

PR Coordinator
kaleigh@ring.com

Vincent Kerney

From: Vincent Kerney
Sent: Wednesday, April 24, 2019 9:20 PM
To: Kaleigh Bueckert-Orme
Cc: Dylan Judson; Kaleigh Bueckertorme; Media; Anthony Sisco; Naomi Zepeda
Subject: Re: PR Intro + Materials - Bloomfield PD (NJ) Joins Neighbors

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Cell 862-596-1957

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dylan.judson@ring.com

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From: Dylan Judson <dylan.judson@ring.com>
Sent: Wednesday, May 01, 2019 10:03 AM
To: Vincent Kerney; Anthony Sisco; Naomi Zepeda
Subject: Ring Check In

Hello Bloomfield Team,

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Subject: RE: Ring Check In

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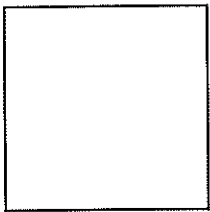
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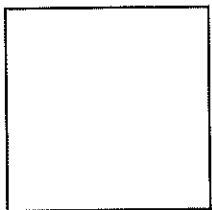
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Sent: Monday, June 03, 2019 1:45 PM
To: Vincent Kerney
Subject: Re: Ring Check In

Captain Kerney,

A large part of the opt in for video requests is based on the interaction law enforcement has with the community. The agencies with the best opt in rate are the ones that are actively sharing on social media, having community outreach speak at meetings and spread via word of mouth.

In regards to video requests you should also be looking to see if you can accumulate tips not just footage on the portal. When you put a video request out it goes to ring device owners who have footage during the timeframe the incident occurred. There are people who are on the app that may have seen something that can be helpful even though they don't own a security camera.

I have noticed you have been posting alerts and receiving feedback from the community. You are doing a great job interacting with them and this will be critical in regards to increased opt in rate. The more users you have the more useful information you can collect.

If there is anything I can send you that you think would be helpful for your community please let me know and I would be more than happy to help.

Thank you for reaching out!

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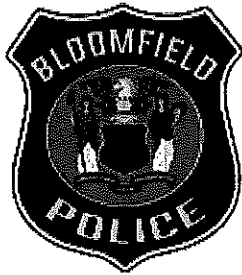
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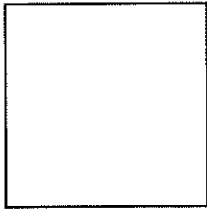
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Dylan Judson

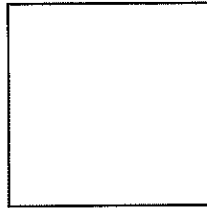
Partner Success Manager

339-225-0990

dylan.judson@ring.com



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Santa Monica, CA 90404
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Join the new neighborhood watch.

Ring Neighbors Portal Resources

Ring Partners with LAPD to Reduce Crime in Wilshire Park

Cape Coral PD partners with Ring to crack down on crime

Orlando Police to use Ring doorbell security systems to fight crime

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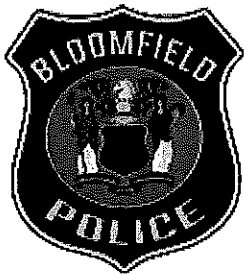
[Orlando Police to use Ring doorbell security systems to fight crime](#)

Vincent Kerney

From: Vincent Kerney
Sent: Monday, June 03, 2019 3:11 PM
To: Dylan Judson (dylan.judson@ring.com)
Subject: Ring issues

Subscriber name:
Louis Gartner
662 East Passaic Ave
Bloomfield, NJ 07003
Loudem66@icloud.com

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090
Cell 862-596-1957



Vincent Kerney

From: Rohit Murti <rohit.murti@ring.com>
Sent: Monday, March 11, 2019 2:26 PM
To: Vincent Kerney
Subject: Neighbors Portal by Ring

Captain Kerney,

Thank you for your interest in Neighbors Portal by Ring. We would love to share information on the program through a webinar, as per your convenience and availability. Please have a look at the link below and book a time that works for you.

Booking Link: <https://rohitmurti.youcanbook.me>

The webinar shouldn't take more than an hour. While we encourage the participation of as many officers as are interested, the presence of the following personnel would be essential to ensure optimal experience and results with Neighbors Portal by Ring:

- Primary Point of Contact
- Public Information Officer / Social Media Liaison
- Investigative - CID/Crime/Property Crime
- Community Outreach Officer

Please feel free to call or email me if you have any questions. Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

Rohit D. Murti
Territory Manager | Growth Strategy | **Ring**
T 832.992.9910 E rohit.murti@ring.com



1523 26th Street, Santa Monica, CA 90404

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

Vincent Kerney

From: YouCanBook.me <notifications@youcanbook.me>
Sent: Monday, March 11, 2019 6:07 PM
To: Vincent Kerney
Subject: Ring Neighbors Portal - Scheduled Webinar

Good day Vincent,

Thank you for booking your appointment on Tuesday, April 2, 2019.

Here are the details for our call:

Booking starts: Tuesday, April 2, 2019 1:00 PM (US/Eastern)

Duration: 2 hours

Please join this call through your computer for a webinar presentation with the attached link below.

<https://ring.zoom.us/j/7101637734>

Please have the department's PIO attend this meeting. Please feel free to forward this invitation to anyone in the department who may benefit from a better understanding on how Ring works with Law Enforcement to reduce crime in communities.

Prior to the meeting, attendees are encouraged to download the free "Neighbors by Ring" app (IOS & Android).

My details:

Rohit Murti

Ring

1523 26th Street, Santa Monica, CA 90404

Cell: 832-992-9910

If this event hasn't been added to your calendar automatically, you can add it using these links:

[ADD TO GOOGLE](#) [ADD TO OFFICE 365](#) [DOWNLOAD CALENDAR INVITE](#)

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Vincent Kerney

From: Rohit Murti <rohit.murti@ring.com>
Sent: Tuesday, April 02, 2019 1:45 PM
To: Vincent Kerney
Subject: Ring MOU - Bloomfield Police Department, NJ
Attachments: Ring MOU - Bloomfield Police Department, NJ.pdf

Captain Kerney,

It was a pleasure chatting with you today. Thank you for arranging our meeting to learn about Ring's approach to reducing crime in communities.

An overview of our program:

Our platform combines the deterrent value of a visible security system (devices) with the power of an actively engaged community (via a free app) to reduce criminal activity and to help solve open investigations.

Neighbors Portal is Law Enforcement's access to our platform. Portal highlights include:

1. **No Cost** - Neighbors Portal is free to Law Enforcement.
2. **Community Engagement** - Law Enforcement's ability to join the conversation on the Neighbors app (about posted video or in response to posted comments).
3. **Alerts** - You may post alerts which are highly relevant (proximity) to the recipient.
4. **Video Request** - You may request videos from Ring device owners who may have captured footage, that may be of relevance to active investigations.

As you review the attached MOU, or if others will be charged with this task, please feel free to contact me at any time. My cell number is 832-992-9910. As part of our security protocol, I have mailed out a postcard to you with a code. Once you receive it, please enter the code at the end of the MOU document, prior to sharing it with us. Once we receive the signed copy of the MOU, we can move forward with the on-boarding.

In the case where the MOU may need to go before City Council, we want to be sure to provide the proper support in advance. Please let me know if this is the case and I will loop in our PR and Media team for support.

Thank you again for meeting with me. I look forward to working with you and Bloomfield Police Department.

Sincerely,

Rohit D. Murti
Community Partnerships Manager | Ring
T 832.992.9910 E rohit.murti@ring.com



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Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell

Vincent Kerney

From: Rohit Murti <rohit.murti@ring.com>
Sent: Monday, April 08, 2019 3:05 PM
To: Vincent Kerney
Subject: Re: Ring MOU - Bloomfield Police Department, NJ

Captain,

Thank you for your email. I have shared the MOU with our team. I'm going to get this processed and get a counter signature. Once that is complete, I'll share the completed MOU with you and will make introductions to our partner success team and we will have you on-boarded. This process should take approximately 3 weeks or less. Please feel free to call or email me if you have any questions.

Thank you for your time. We look forward to working with you!

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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www.ring.com



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On Fri, Apr 5, 2019 at 12:12 PM Vincent Kerney <vkerney@bloomfieldnjpd.com> wrote:

Captain Vincent Kerney
Bloomfield Police Department
Detective Bureau Commander
Desk 973-680-4090



From: Rohit Murti [mailto:rohit.murti@ring.com]
Sent: Tuesday, April 02, 2019 1:45 PM
To: Vincent Kerney
Subject: Ring MOU - Bloomfield Police Department, NJ

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Sincerely,

Rohit D. Murti

Community Partnerships Manager | **Ring**

T 832.992.9910 E rohit.murti@ring.com



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USA Today: [Police say crime drops with video doorbell](#)

Vincent Kerney

From: Rohit Murti <rohit.murti@ring.com>
Sent: Thursday, April 11, 2019 7:29 PM
To: Vincent Kerney; Dylan Judson
Subject: Neighbors Portal by Ring: Onboarding for Bloomfield Police Department, NJ
Attachments: Ring MOU - Bloomfield Police Department, NJ.pdf

Captain Kerney,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Partner Success Manager - Dylan Judson.

Dylan brings extensive experience in the business and is well positioned to successfully onboard and work with you and Bloomfield Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and Dylan. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership
 - Name - Captain Vincent Kerney
 - Email - vkerney@bloomfieldnjp.com
- **Press/Media Coordinator** - typically the PIO who will coordinate the initial partnership announcement and ongoing PR
 - Name - TBD
 - Email - TBD
- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc
 - Name - TBD
 - Email - TBD
- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.
 - Name - TBD
 - Email - TBD
- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.
 - Name - Detective Jeremy Peters
 - Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. Dylan, could you please coordinate with Captain Kerney to identify a day and time that works for all of your schedules?

Thank you, to you both, for your time.

Sincerely,

Rohit D. Murti

Community Partnerships Manager

T 832.992.9910 E rohit.murti@ring.com



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